

Rep Order# 8863465 Ver# 1 Status New

Traffic Order#

Printed: 09/11/2012 4:31 PM
Last Received: 09/11/2012 4:28 PM
Showing Buylines: All Lines

1 of 2

Station KUCW-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3161
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3161
Flight Dates 10/26/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	1030P-12A	SAT NITE LIVE	:30	\$600.00	10/27-10/27	1	1	1	\$600.00	
	Rating: 3.3											
	2	F	630P-7P	BIG BNG THEORY	:30	\$550.00	10/26-10/26	1	1	1	\$550.00	
	Rating: 2.8											
	3	TU	630P-7P	BIG BNG THEORY	:30	\$550.00	10/30-10/30	1	1	1	\$550.00	
	Rating: 2.8											
	4	M	6P-630P	TWO & HALF MEN	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	
	Rating: 2.1											
	5	W	6P-630P	TWO & HALF MEN	:30	\$425.00	10/31-10/31	1	1	1	\$425.00	
	Rating: 2.1											

---REPORT TOTALS---

Report Totals: 5 / \$2,550.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$1,150.00
Nov 12: 3 / \$1,400.00
Sales Totals: 5 / \$2,550.00

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Station Totals: 5 / \$2,550.00

Lines not sent/rcld/rcrm: 0 / \$0.00

---COMPETITIVE---

Market Totals \$127,500

CABL	0%	KJZZ	0%	KENZ	0%	KSL	17%	KSTU	37%
KTVX	8%	KUCW	2%	KUPX	0%	KUTV	36%	UNKN	0%

Books null
Demos RA35+